

## Kate Pringle – Manifesto for Press and PR Officer

As Scotland Regional Officer over the past year I have enjoyed learning more about the running of the SRA and contributing to it. This has served to highlight the lack of media coverage that is dedicated to the work of the organisation and its member stations, especially the Student Radio Awards, Student Radio Chart Show and Hearing Aid; these events are worthy of much more attention.

I would be keen to concentrate on the following:

- Making the role of the SRA clearer to both the wider public and media and its members. This can be done partly through more accessible promotional material at SRA and other industry events and directly to member and non-member stations and their members.
- Sending professional press releases to the relevant people, both nationally and regionally. Having run events for Fresh Air and the SRA I have experience of writing press information and also of knowing who to target. I would be keen to use the contacts I have and to expand on them.
- Utilising Publicity Officers at member stations. By working with individual Heads of Publicity the SRA could reach an even wider audience through Facebook, station newsletters and members emails. Regional press could also be more easily targeted.
- A gallery on the website for all SRA events and not just the awards. I understand that the Exec have tried to collect photos from regional events. By arranging for someone other than the event organiser to be responsible for photos I would hope to improve this (even if it means being there with a camera myself!)
- Local and national lifestyle and culture magazines. The more alternative areas of the press support the people and the music that gain most out of student radio. By capturing the attention of these publications, websites and blogs the SRA can promote itself to a new audience that can achieve a lot through working with the association and its member stations.

I always enjoy a new challenge and would put a great deal of effort into the role of Press and PR Officer. I would look forward to working closely with the rest of the Exec to ensure that the proper attention is devoted to the impressive work of the association. I have a huge appreciation of the SRA now that I know more about the role it plays and I would make it my mission to raise this awareness.

Many thanks,

kate